



Job Description and Person Specification

Senior Head of Prevention and Engagement: Area Manager

Job Description

Role Title	Senior Head of Prevention and Engagement	Reporting to	Assistant Chief Fire Officer: Director of Community Protection
Location	Administration and Technical Hub	Role/Grade	Area Manager

Purpose of the Job

Within the general policy of the Chief Fire Officer, the purpose of this job is to ensure that the Fire Authority and the Brigade can efficiently and effectively discharge all of its statutory duties and other requirements.

Corporately, this relates to strategic direction on strategic, business, risk performance and financial management; organisational policy development and structures; communications; and championing the Brigade's values and behaviours, innovation, best practice, change and collaborative and partnership working.

Functionally this relates to strategic leadership to support the Assistant Chief Fire Officer in the development and delivery of the Authority's Community Integrated Risk Management Plan through the planning and designing of emergency response and operational services including national resilience, emergency planning and business continuity and associated resources to reduce the Brigade's risks and secure continuously improved community safety outcomes.

The Senior Head of Operations is required to perform operational incident command at Strategic Command Level 4 as part of the Principal Officer Rota; assume Gold Strategic Command in the absence of a Principal Officer and, outside the PO Rota, to be continuously available to the Authority and Brigade for appropriate duties as may be necessary.

Key Duties and Responsibilities

Corporate

- 1.1 To fully support the Assistant Chief Fire Officer to ensure the continuous professional support to the Fire Authority in the efficient and effective discharge of all of its statutory responsibilities
- 1.2 To fully support the Assistant Chief Fire Officer to strategically manage Cleveland Fire Brigade in line with the priorities set out in the Home Office 'Fire and Rescue National Framework for England' and the Authority's strategic, business, risk, performance and financial management frameworks
- 1.3 To fully support the Assistant Chief Fire Officer to drive, develop and deliver the Authority's Community Integrated Risk Management Plan and:
 - reduce the number of fires and other emergencies occurring
 - reduce the loss of life in fire and other emergencies
 - reduce the number and severity of injuries occurring in fire and other emergencies
 - reduce the commercial, economic and social impact of fire and other emergencies
 - provide the community with value for money
 - ensure the efficient and effective provision of resources by actively seeking efficiencies
- 1.4 To be an Ambassador of the Fire Authority by engaging and working with Partners, Communities and Staff and promoting its vision, goals, priorities and values
- 1.5 To champion continuous improvement and efficiency, and achieve improved value for money and high-quality outcomes for the residents of Teesside
- 1.6 To be responsible and accountable for the performance and achievement of the Authority's corporate objectives through the effective management of the operational functional teams and continuous self-development
- 1.7 To support the Principal Officers in the Joint Consultation and Negotiation Committees with representative bodies to manage change in a constructive and positive climate of strong employee relations
- 1.8 To operate within a stringent corporate governance framework maintaining the highest standards of conduct and ethics
- 1.9 To create a positive working environment by promoting the Brigade's values and behaviours equality, diversity and inclusion, training and education, health and safety, and health and wellbeing strategies
- 1.10 To be a proactive member of the Brigade's Executive Leadership Team demonstrating high levels of personal performance and commitment to the team
- 1.11 To represent the Authority and its Brigade at key local, regional and national events to enhance and support the reputation of the Authority as a progressive organisation and raise the civic awareness of the wider role of Cleveland Fire Brigade
- 1.12 To ensure compliance with the Data Protection Regulations

Incident Command and Strategic Decisions

- 1.13 The Senior Head of Operations is required to perform operational incident command at Strategic Command Level 4 as part of the Principal Officer Rota; assume Gold Strategic Command in the absence of a Principal Officer and, outside the PO Rota, to be continuously available to the Authority and Brigade for appropriate duties as may be necessary.

Functional

- 1.14 Under the direction of the Assistant Chief Fire Officer, to strategically manage the strategically manage the Brigade's **prevention services and resources** relating to:

- Home Safety: provide education, advice and where necessary risk reduction equipment to prevent deaths, injuries and/or accidental dwelling fires and/or to mitigate damage caused as a result of an accidental dwelling fire.
- Road Safety: provide coordinated education and advice to targeted members of the community to prevent deaths, injuries and/or vehicle accidents.
- Neighbourhood Safety: improving the safety and quality of life of local communities by working in partnership with other agencies to reduce incidents of anti-social behaviour and small fires.
- Social Care: provide added value to the services that communities and citizens receive from the Brigade not just those that are fire related.
- Safeguarding: ensuring all necessary arrangements are in place to protect our communities, staff and stakeholders

- 1.15 Under the direction of the Assistant Chief Fire Officer to lead and strategically manage the Brigade's **protection services and resources** relating to:

- Legislative Enforcement: enforcing the arrangements set out in the Regulatory Reform (Fire Safety) Order 2005 by providing arrangements to enforce the law relating to fire safety including a robust audit, inspection, evaluation and enforcement regime that targets properties and property types against risk
- Statutory Consultation: in line with the Building Act 1984 and the Licensing Act 2003, responding to consultations in order to provide early indications of, and designs to overcome, fire safety compliance issues prior to commencement of building works or changing use of particular premises.
- Business Safety: develop professional relationships with business, commerce and industry to promote fire safety awareness
- Fire Investigation: ensuring that the cause of fire is known and this information is utilised to develop risk reduction strategies, direct resources against risk, apprehend offenders and assist coroners to determine cause of death.

- PREVENT: work with Partners to provide practical help to prevent people from being drawn into terrorism and extremism
- Driving and strategically leading the development and usage of automatic fire suppression systems, particularly the concept of Low Cost Suppression Systems in Social Housing.

1.16 Under the Assistant Chief Fire Officer to lead and strategically manage the Brigade's **corporate communications and engagement services and resources** relating to: strategic communications, community and staff engagement and consultation; press media and marketing; and electronic media management

1.17 The functional responsibilities outlined above require the postholder to:

- contribute to and promote cooperative working across Directorates so as to develop and implement efficient and effective working arrangements to achieve the required standards of service delivery
- set targets and objectives for the designated functional areas; identifying areas for continuous and sustainable performance improvement
- select, manage and develop teams and individuals, within the framework of the Brigade's policies and procedures, to ensure that the current and future needs of communities, key stakeholders and the Authority are met
- ensure all staff within the Prevention, Protection and Engagement teams have the opportunity to develop personal potential within the agreed corporate and functional aims and objectives
- represent the Brigade at events that present a significant risk to the community, providing strategic leadership and support in multi-agency incidents ensuring effective support to all FRS staff involved in resolving the incident, including participation in 'Strategic Command' where appropriate
- develop, implement, embed and review strategies and policies to provide an effective Prevention, Protection and Engagement function, compliant with relevant legislation and good practice
- support the management of the other Directorates as required
- oversee the effective management of budgets ensuring expenditure is contained within pre-set limits

This document is produced as a guide to the general nature of the post and the list of duties is neither exhaustive nor exclusive.

Role Map

In addition to the general qualities required of an Area Manager, the post holder is subject to the Fire and Rescue Service Area Manager Role Map. You will be expected to evidence that you are competent when judged against this role map and maintain that competence through continuing professional development.

- EFSM1: provide strategic advice and support to resolve operational incidents
- EFSM2: lead, monitor and support people to resolve operational incidents
- EFSM4: plan organisational strategy to meet agreed aims and objectives
- EFSM5: plan implementation of organisational strategy to meet objectives
- EFSM6: implement organisational strategy
- EFSM7: evaluate organisational performance against agreed measures
- EFSM8: lead organisational strategy through effective decision making
- EFSM9: implement and manage change in organisational activities
- EFSM11: determine effective use of physical and financial resources
- EFSM13: select required personnel
- EFSM14: manage the performance of teams and individuals to achieve objectives
- EFSM15: develop teams and individuals to enhance work based performance
- EFSM16: manage yourself to achieve work objectives
- EFSM17: advise on development and implementation of quality policies
- EFSM18: implement quality assurance systems
- EFSM19: monitor compliance with quality systems
- EFSM20: exchange information to ensure effective service delivery
- EFSM22: develop information systems to support service delivery objectives
- EFSM23: agree project plans to meet specific objectives
- EFSM25: manage projects to meet objectives

Values and Behaviours

The Authority's 'PRIDE' values are underpinned with a set of expected behaviours for everyone that works for and governs Cleveland Fire Brigade. These behaviours link to leadership and relate to: the impact you have on others, outstanding leadership, service delivery and organisational effectiveness. They are split into four levels which can broadly be matched to roles. These levels are designed to be cumulative so those working in management roles should also demonstrate the preceding level(s) of behaviour. People who are appointed/promoted to and/or developed in roles within the Brigade should be aiming to demonstrate the behaviours relevant to the post to which they are aspiring.

A copy of our values and behaviour framework is included within the Brigade's application pack; if this is not the case please contact the Brigade's Human Resource team as behaviours will be assessed throughout the recruitment/promotion processes.

Uniform

The person appointed to this post is required to wear a uniform and will be provided with the 'Undress Uniform'; the 'Grey Book Watch Manager and above Office Wear Uniform' and the 'Workwear Uniform' as set out in the Brigade's Dress and Appearance Policy.

Person Specification

Category	Criteria	Measure
Qualifications Competences	<ul style="list-style-type: none"> Ability to provide Strategic Operational Command Level 4 (Sector Competent) (E) Level 7 in Leadership and Management, Executive Leadership Programme or relevant degree (E) Ability to demonstrate competence at Strategic Gold Command (E) Corporate Membership of the Institute of Fire Engineers (D) 	AF/AC AF AC AF AF
Experience	<ul style="list-style-type: none"> Proven relevant experience at managing operational incidents in a Local Fire Authority context at Incident Command Level 3 (E) Experience of taking part and providing strategic and risk critical advice in a multi-agency event (E) Experience of contingency and emergency planning (D) Experience of working with key agencies, local politicians and partners (E) Experience of planning and leading organisational strategy through effective decision-making and analysis of risk (E) Experience and understanding of financial and resource implications for a large public organisation and managing budgets (E) Successful track record of driving and managing change (E) Experience of using innovative approaches to delivering public services taking a broad view of stakeholders and partners and capitalising on the opportunities that presents (E) Demonstrable record of improved organisational performance, significant efficiency savings and innovative new models of service delivery (E) Leadership in equality, diversity and inclusion; training and education; health, safety and wellbeing; and values and behaviours (E) 	AF//I AF/AC AF/I AF/I AF/I AF/I AF/I AF/I AF/I AF/I
Skills, Knowledge and Aptitudes	<ul style="list-style-type: none"> Ability to demonstrate a level of political awareness and understanding of the structure of the Fire and Rescue Authority (E) Ambitious, forward thinking, innovative (E) Exceptional interpersonal skills (E) Ability to produce detailed reports and policies (E) Strong leadership skills to engage, influence, enable and motivate others both within the organisation and externally (E) Understanding of the local, regional and national issues facing the FRS (E) Effective communication, negotiation, diplomacy, influencing and advocacy skills demonstrating the ability to communicate clearly and effectively in interpersonal relations, industrial relations and with the media, both orally and in writing (E) Ability to understand differing team cultures and promote a positive work environment by upholding the organisational core values, championing equality, diversity and inclusion and employee health, safety and wellbeing (E) 	AF/I AF/I AC/I AC/AF AF/AC/I AF/I AF/AC/I AF/AC/I

Skills, Knowledge and Aptitudes	<ul style="list-style-type: none"> • Well-developed analytical skills with a proactive approach to problem identification and problem solving including complex management issues (E) • Strong commitment to learning and development to improve organisational effectiveness (E) • A high degree of personal integrity (E) • Commitment to the principles of continuous professional development (E) 	AF/AC/I AC/I AF/I/R AF/I
Other	<ul style="list-style-type: none"> • Current UK driving licence (E) • Baseline Personnel Security Standard and Non Police Personnel Vetting at Level 3 and National Security Vetting at SC level. (E) 	C C

Key Criteria

E = Essential

D = Desirable

AF = Application Form

AC = Assessment Centre

I = Interview

R = References

C = Certificate